

Breastfeeding and the Maternal Infant Health Program

PARTICIPANT FEEDBACK AND ENCOURAGING CONVERSATIONS
EARLY AND OFTEN



Presentation Overview

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Current Context

- Breastfeeding content in the Maternal Infant Health Program

Looking Forward

- Participant Feedback

Baby Steps

- Utilizing the current plans of care to support families

Current Context – Training

Breastfeeding 1:
Helping Mothers
Choose
Breastfeeding

Breastfeeding 3:
Helping Mothers
Continue
Breastfeeding

Current Context – Risk Identifier

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Maternal Risk Identifier

- Four questions about breastfeeding
 - Beneficiary's thoughts about breastfeeding and previous experience
- Breastfeeding Domain will not score based on current algorithm

Infant Risk Identifier

- Six questions about infant feeding
 - Infant Feeding Domain will score based on safety concerns in infant feeding practices
 - Breastfeeding Domain will not score based on current algorithm

Current Context – Plans of Care

Maternal Breastfeeding POC 2

Infant Breastfeeding POC 2

Compliance Implications

- Additional documentation and paperwork
- Potential citation for documentation associated with adding a POC 2

Infant Feeding POC 2

Current Context – Unknowns and Limitations

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Unknowns

- Utilization Rates
- Breastfeeding information/support shared with MIHP families

Limitations

- Financing and timeframe for revision
- Inclusive language and strength-based perspective

Looking Forward

IMPROVING BREASTFEEDING CONTENT IN MIHP

Participant Feedback

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Please complete the SurveyMonkey questionnaire.



Responses will help inform program planning and content.

A grayscale photograph of a woman with long, wavy hair, looking directly at the camera with a neutral expression. She is surrounded by a dense collection of baby feeding supplies, including a large white breast pump, a clear baby bottle, a box of Soothies Cooling Gel Pads, a box of Lactogen Breast Milk powder, a box of FORMA Silicone Orthodontic Pacifiers, a box of Pampers Baby Wipes, and a box of Pampers Baby Fresh Wipes. The items are scattered around her, creating a sense of being overwhelmed by the choices available.

Have you thought about
how you are going to
feed your baby?

Baby Steps

UTILIZING THE PLANS OF CARE

Maternal Breastfeeding POC 2

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Low

- Considering or committed to breastfeeding

Moderate

- Ambivalent or not considering breastfeeding

High

- Considering or committed to breastfeeding but:
 - Has contraindication, medication that is incompatible and/or known or suspected substance/alcohol misuse behaviors

All maternal beneficiaries fit into one of these categories

1. Discuss beneficiary's thoughts and knowledge on breastfeeding.
2. Discuss previous breastfeeding experiences.
3. Discuss the benefits and protective factors of breastfeeding for mother and baby.
4. Review written materials about breastfeeding (e.g. Cofeetive, Ready, Set, Baby).
5. Discuss any fears or concerns surrounding breastfeeding.
6. Discuss attitudes toward breastfeeding among people in beneficiary's life (e.g. partner/husband, infant's father, family members, friends, other household members).
7. Identify and discuss sources of support for meeting breastfeeding goals:
 - Emotional: where will the beneficiary get emotional support if difficulties arise?
 - Informational: where will she go for information about breastfeeding?
 - Instrumental: where will she get professional support? A breast pump or supplies? Who will help with other children or around the house as she adjusts to breastfeeding a newborn?
8. Discuss breastfeeding initiation support methods directly after birth (e.g. skin-to-skin contact, rooming in with newborn, feeding baby on cue).
9. Discuss postpartum plan for supporting breastfeeding goals (e.g. returning home, going back to work/school, pumping, hand expression).
10. Refer to available community breastfeeding support (e.g. WIC peer counselor, support group) to promote self-efficacy.
11. Encourage beneficiary to discuss their breastfeeding goals with prenatal care provider.
12. Refer beneficiary to certified lactation consultant/specialist for further evaluation.

Maternal Breastfeeding POC 2 Interventions

Home visitors are encouraged to have conversations about breastfeeding early and often to support families transitioning to new parenthood.

Infant Breastfeeding POC 2

- ▶ **Infant is receiving breastmilk**
- ▶ Moderate
 - ▶ Limited social support
 - ▶ Challenges or frustration
 - ▶ Baby is in NICU
- ▶ High
 - ▶ Suspected or known contraindication
 - ▶ Experiencing pain
 - ▶ Concern that infant is not receiving enough milk
 - ▶ Emotional distress, disturbing or depressing thoughts associated with breastfeeding

1. Refer to a certified lactation consultant to assess and respond to needs and concerns.
2. Affirm the desire to breastfeed and discuss reasons for deciding to breastfeed, positive experiences and/or successes.
3. Discuss previous breastfeeding experience.
4. Discuss any difficulties with breastfeeding.
5. Identify and discuss sources of support for meeting breastfeeding goals:
 - Emotional: where will she get emotional support as difficulties arise?
 - Informational: where will she go for information about breastfeeding?
 - Instrumental: where will she get professional support? A breast pump or supplies? Who will help with other children or around the house as she adjusts to breastfeeding?
6. Discuss attitudes toward breastfeeding among people in beneficiary's life (e.g. partner, infant's father, family members, friends, other household members).
7. Discuss infant safe sleep practices in relation to feeding while exhausted and nighttime feeding.
8. Discuss Neonatal Intensive Care unit experience and identify additional supports.
9. Discuss importance of skin-to-skin contact (especially when pumping).
10. Discuss experience with pumping and/or hand expression.
11. Discuss breastmilk storage.
12. Discuss mother-infant breastfeeding relationship in relation to other children in the home (e.g. twins, children of multiple ages).
13. Encourage discussing medications and breastfeeding with medical care provider.
14. Refer to available community breastfeeding resources (e.g. WIC per counselor, support group, La Leche League).
15. As a mandated reporter, contact Children's Protective Services if abuse or neglect is suspected (e.g. exposing an infant to HIV or harmful substances through breastfeeding would be considered a form of abuse or neglect).

Infant Breastfeeding POC 2

Home visitors are encouraged to discuss breastfeeding and infant feeding practices throughout the course of care.

Conclusion

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- ▶ There are opportunities to improve breastfeeding content within the Maternal Infant Health Program.
- ▶ Encourage home visitors adding the Maternal and Infant POC 2 to beneficiary plans of care.
- ▶ Encourage home visitors to have discussions about breastfeeding and infant feeding practices early and often while serving a family.
- ▶ Thank you all for your attention and participation in the survey, this feedback will be used to inform program planning.